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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

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FCC ANNOUNCES LIST OF PARTICIPANTS ON TASK FORCE ON “MEDIA AND CHILDHOOD OBESITY: TODAY AND TOMORROW”

Today, the Federal Communications Commission announced the list of participants on the Task Force on “Media and Childhood Obesity: Today and Tomorrow”. The Task Force will hold its first meeting on Wednesday February 14, 2007.

The Task Force consists of representatives of consumer advocacy groups, the food and beverage industry, media companies, and advertisers, as well as healthcare and academic experts. The participants include: American Diabetes Association, American Society for Nutrition, American Academy of Pediatrics, American Psychological Association, Kraft Foods, Coca-Cola Company, General Mills, The Grocery Manufacturers Association, Kellogg Company, McDonald's, PepsiCo, Ion Media Networks, Viacom, Discovery Channel, Walt Disney Company, Sesame Workshop, Black Family Channel, Telemundo, The Beverly LaHaye Institute, The Benton Foundation, Children Now, Common Sense Media, The Center for Screen Time Awareness, PTA, Parents Television Council, The Ad Council, Association of National Advertisers, American Association of Advertising Agencies.

The Task Force is a bipartisan effort initiated by the FCC and members of the US Senate. The Commission is represented by Chairman Kevin J. Martin and Commissioners Deborah Taylor Tate and Michael Copps. They are joined by Senator Sam Brownback and Senator Tom Harkin. The goal of the Task Force is to provide a forum for the public and private sectors to jointly examine the impact of the media on childhood obesity rates and collaborate on voluntary recommendations to address the alarming rise in the rates of obese children.

While the Federal Communications Commission participates in the Task Force, it does not manage or control its activities. For more information about the Task Force please visit its website at <http://www.fcc.gov/obesity>

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